

PRESS RELEASE

ICELAND ANNOUNCES 23% FOOD WASTE REDUCTION AND LAUNCHES NATIONWIDE COLLEAGUE FOOD REDISTRIBUTION TRIAL

- Iceland has announced food waste reductions of almost 2,500 tonnes, reflecting a decrease of 23.2% over the last two years, in its first public food waste report
- A trial to redistribute surplus food to store colleagues is to be rolled out nationally as a next step in the retailer's strategy to reduce food waste
- The supermarket has donated nearly 375,000 meals in surplus food to communities across the UK

21 May, 2020 – Iceland has today announced that it has reduced its food waste by nearly a quarter (23.2%) in the past two years, reducing the amount wasted by almost 2,500 tonnes.

The announcement comes twelve months after DEFRA's Food Waste Champion Ben Elliot called on businesses to 'step up to the plate' and drive forward plans to cut food waste. Iceland has done this using the 'target, measure, act' approach set out in the Food Waste Reduction Roadmap launched in 2018 by WRAP and the IGD.¹

Furthermore, and in line with the UN's Sustainable Development Goal SDG 12.3, Iceland has committed to a 50% reduction of food waste¹ across its operations by 2030.

As a next step, the retailer has today announced a national rollout of a successful 100-store trial which sees surplus food given to store colleagues at closing time each day. The successful trial will be rolled out over the coming months, offering colleagues in nearly 1,000 stores the option of taking food home or donating to a local charity or cause.

In 2019/20, Iceland sold over 1.3m tonnes of food to its customers and sent zero food to landfill, instead donating it to local communities, converting it into animal feed or as a last resort processing it into energy through anaerobic digestion. The retailer has donated 157.8 tonnes of surplus food to people in need through a network of community partnerships and initiatives.

Iceland has partnered with charity The Bread and Butter Thing and social enterprise Community Shop to donate the equivalent of nearly 375,000 meals in surplus food to some of the most deprived communities across the UK. It has also donated more than 60 freezers to foodbanks across the UK, enabling them to expand their support for those struggling to afford life's essentials.

The retailer has also found innovative ways to use surplus food, such as sending unsold bread from its Welsh stores to Tiny Rebel Brewing Co. in Newport, to produce its exclusive, award-winning Bread Board Pale Ale.

Collectively, these initiatives have enabled Iceland to reduce its food waste by nearly 2,500 tonnes over the course of two years. Iceland also continues to champion the food waste reduction benefits of frozen food, inspiring millions of families to reduce the amount of food

¹ Using 2017 as a baseline

they throw away at home. Research shows that food waste can be reduced by almost half by switching to frozen food.

Richard Walker, Managing Director of Iceland, said: “Tackling food waste is high on our agenda as one of our many commitments to reduce our impact on the environment. We’ve worked with communities, colleagues and customers to make significant reductions and I am delighted that we have been able to make great strides in reducing our food waste footprint over the past two years.

“We’re continuing to innovate and find new ways to reduce the amount of food wasted across our operations, and our trial to give food to our colleagues is just one of the next steps we’ll be taking to build on our progress so far. I’m looking forward to seeing this in action across our stores and working with colleagues to take the next steps in our food waste reduction journey.”

Peter Maddox, Director at WRAP, said: “I am delighted by the progress Iceland has made to reduce its operational food waste so significantly over the last two years. These are impressive results, and we welcome the company’s commitment to halve its operational food waste in line with UN goals. Publicly reporting shows a long-term commitment to tackling food waste in an efficient and transparent way, and we encourage all food businesses to adopt this approach. As both a Courtauld 2025 signatory and an active participant in the UK Food Waste Reduction Roadmap, Iceland is also helping its customers cut waste in the home, and is an advocate of managing food surplus.”

Iceland has been able to reduce its food waste while still working towards its industry-leading pledge to remove plastic from all its own label packaging by the end of 2023. It is working with its partners to develop new, plastic-free approaches to packaging that make no compromises on food quality or safety, and do not reduce the shelf life of its products.

For further information on Iceland’s food waste reduction progress to date, please visit sustainability.iceland.co.uk or view the full Food Waste Report [here](#).

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ABOUT ICELAND

Iceland is recognised as the UK’s leader in frozen food and operates over 950 stores across the country, together with a multi-award-winning online shopping service. It prides itself on being a convenient and friendly place to do the family’s weekly shop, as well as meeting everyone’s daily top-up shopping needs for fresh, chilled, frozen food and groceries. For more than 20 years Iceland has also offered a unique, free home delivery service for in-store purchases.

Iceland has won multiple awards for the quality of its food and service. Recent honours including being named Best Online Retailer and Best Frozen Food Retailer at the Retail Industry Awards 2018, best UK supermarket for customer service in the 2018 UK Customer Satisfaction Index, Community Retailer of the Year at the Retail Week Awards 2018, Online Retailer of the Year at the IGD Awards 2017, and Online Supermarket of the Year at the Grocer Gold Awards 2017. Iceland’s online shopping service was also named the UK’s best in the 2016, 2017 and 2018 Which? supermarket surveys. Iceland has ranked as one of the UK’s Best Big Companies to Work For in each of the last 14 years, and was number one in both 2012 and 2014.

Since 1970, Iceland has been proudly demonstrating to shoppers just how the Power of Frozen can deliver an extensive choice of high quality, great-tasting food from fine sources

around the world at great value prices, while naturally generating low levels of food waste. Always committed to doing the right thing for customers, communities and the environment, Iceland was a pioneer in removing artificial colours, flavours and non-essential preservatives from its own label food in the 1980s, and in banning genetically modified ingredients in the 1990s. In 2018 it committed to becoming the first major retailer, globally, to eliminate plastic packaging from all of its own label products by the end of 2023, and to remove palm oil as an ingredient from its own label range by the end of 2018.

ⁱ ABOUT THE FOOD WASTE REDUCTION ROAD MAP

In September 2018, WRAP and IGD launched the ground-breaking **Food Waste Reduction Roadmap** to help the UK achieve both the (UK) Courtauld Commitment 2025 targets, and the (international) United Nations' Sustainable Development Goal (SDG) 12.3. The Roadmap is hugely ambitious, and the UK is the first country in the world to set a nation-wide plan of this size, scale and ambition. Achieving all milestones in the Roadmap would deliver an annual reduction in farm to fork food going to waste of around 3.5 million tonnes in the UK compared to 2007, saving food worth £10 billion a year.

Under the [Food Waste Reduction Roadmap](#) large businesses are asked to:

- Target – Set a food waste reduction target for their own UK operations, aligned with or contributing to SDG12.3.
- Measure – In a consistent way and share what they learn.
- Act – To reduce their own food waste, to work in partnership with suppliers and to help consumers reduce food waste.
- Publicly report individual UK company results, or work towards this best practice and share successes and lessons learned. Share data with those responsible for tracking and facilitating progress, and publishing aggregate data as appropriate (e.g. WRAP, trade bodies). Be as robust and transparent as possible.

WRAP is a not for profit organisation founded in 2000 which works with governments, businesses and citizens to create a world in which we source and use resources sustainably. Its impact spans the entire life-cycle of the food we eat, the clothes we wear and the products we buy, from production to consumption and beyond. **IGD** is a research and training charity which sits at the heart of the food and grocery industry. It has a trading subsidiary that provides commercial services. The profits from these commercial services fund the charity. As a charity it exists to upskill people working in or looking to join the food and grocery industry. It also manages initiatives driven by research and best practice relating to science, technology or economics in the food industry.